



Packaging strips extend shelf life of strawberries

COMPANY/
ORGANIZATION



FOOD CHAIN
AREA



ISSUE
ADDRESSED

Fresh strawberries have a limited shelf life partly due to the release of ethylene, a hormone that causes fruits to ripen and then turn moldy.

SOLUTION

It's Fresh!'s packaging strips are small plaster-style strips, measuring 8 cm x 4.5 cm, that are added to the bottom of strawberry punnets. Each strip contains a patented mixture of clay and other materials that filter the air and absorb ethylene.



EXPECTED
BENEFITS

Extended shelf life and reduced food waste: By absorbing ethylene, the strips increase the shelf life of strawberries through reducing premature degradation and waste and increasing natural disease resistance. Research finds that the strips extend the shelf life by a minimum of 2 days. Trials carried out in Marks & Spencer stores showed a minimum wastage saving of 4% – during the peak strawberry season this would equate to 40,000 packs or about 800,000 strawberries.

Convenience: The strips work in all temperatures and atmospheres and do not affect the recyclability of the packaging. Test retailers claim that there is no extra cost to the consumer of the packaging.

CASE LINK

www.itsfresh.com

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INFORMATION

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